

Listing and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (CURRENTLY AMENDED) A method of verification of review of a provided information by an information consumer comprising:

providing inserting one or more signifiers into said provided information having a plurality of signifiers inserted therein;

providing a signifier use instruction;

providing an incentive for said information consumer to review said provided information; and

determining whether an indication received from the information consumer demonstrates sufficient knowledge of said first signifiers in accordance with said signifier use instruction to provide ~~delivering said an~~ incentive to said information consumer, ~~if said information consumer indicates sufficient knowledge of said signifiers.~~

2-147 (CANCELED).

148. (NEW) The method of claim 1, wherein at least one of said plurality of signifiers does not have significance in connection with said provided information.

149. (NEW) The method of claim 1, wherein said signifier use instruction comprises a conversion code for conversion of said signifiers to another type of information.

150. (NEW) The method of claim 149, wherein said another type of information comprises contact information for claiming the incentive.

151. (NEW) A method of verifying review of information provided in text form on a topic by an information consumer, comprising:

providing said text form information having a plurality of text form signifiers inserted therein, said text form signifiers not pertaining to information on the topic; and

verifying the information consumer's review of the text form information by determining, based on an indication received from the information consumer, whether sufficient knowledge of the text form signifiers has been demonstrated by the information consumer.

152. (NEW) The method of claim 151, wherein the text form information has instructions for indicating knowledge of the signifier.

153. (NEW) The method of claim 151, wherein the text form information comprises instructional material relating to a product or service, and further comprising the step of,

after said step of verification, if sufficient knowledge of the text form signifiers has been demonstrated, making available to the information customer support associated with the product or service in a first manner, wherein, if sufficient knowledge of the text form signifiers is not demonstrated, the customer support associated with the product or service is made available in a second manner.

154. (NEW) The method of claim 153, wherein the first manner is at a lower cost to the information consumer than the second manner.

155. (NEW) The method of claim 153, wherein the step of making available to the information customer support associated with the product or service in a first manner comprises disclosing a toll-free customer support number.

156. (NEW) The method of claim 151, wherein the text form information comprises medical instructions, and access to medication is provided responsive to verification of sufficient knowledge of the text form signifiers.

157. (NEW) The method of claim 151, wherein the step of verification comprises customer use of information embedded in the text form signifiers.

158. (NEW) A method of verification of acquisition of each one of a group of non-unitary products, comprising the steps of:

providing each of said products in the group with a signifier;

providing at least one of the products in the group with a signifier use instruction;

and

verifying acquisition by comparing a received indication with an expected indication of the signifier provided on each of said products in accordance with the signifier use instruction.

159. (NEW) The method of claim 158, wherein the group of non-unitary products comprises a set of tools.

160. (NEW) The method of claim 158, wherein the signifier use instruction comprises an identification of signifiers.

161. (NEW) The method of claim 158, wherein the signifier use instruction comprises instructions as to signifier positioning.

162. (NEW) The method of claim 158, wherein the signifier use instruction comprises instructions as to signifier characteristics.